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LIM 537/ Legal, Ethical, and Strategic Fundamentals for Library Management

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<div align="center">Scenario Planning:

City of Fontana, Community Description</div>

Economic and Business Data

The City of Fontana prides itself on the "below-average unemployment rate" (Fontana, n.d.) making it one of the fastest-growing cities in the state. Civic Dashboards, places Fontana as the 19th lowest unemployment rate in California in 2018 at 3.7%. This is a significant low in the past decade, 2010 put unemployment rates at 14.7%, which "generally followed the recovery trend at the State and County level" (City Council, 2018).

The Fontana Adopted Operating Budget for the 2020-2021 fiscal year (please see Appendix A) shows revenues that support the city are derived primarily from sales tax (35.4%) and property tax (27.7%). Less than 10% of revenue is derived from each: interest & rentals, franchise fees, business-related, development-related, recreation, motor vehicle in-lieu, reimbursable, other agencies, and "other".

Demographic Data

The City of Fontana is separated into three zip codes, though locals will refer to Fontana in two zones, North and South Fontana. North Fontana consists of new communities and young families – many communities of which are still under construction; South Fontana is made up of older homes with multigenerational families living within. The City of Fontana has a population

of 213,739, with a diverse racial make-up. Sixty-nine percent of the population is made up of Hispanic residents, 13% white, 8% Black or African American, 6% Asian, less than 1% Native American, Alaska Native or Native Hawaiian, and 2% identifying as multi-racial (see Appendix A). Data USA (2019) found that although Fontana is diverse with 14% of residents being non-citizens, 0% reported a non-English language as their primary language

The City of Fontana Business Resource Center (n.d.) found that 19.5% of the population reported a household income between $50,000-$74,999, with an average of $76,910, and 13% living in poverty. The U.S. Census stated that in 2019, the median household income was $72,918, as housing communities have grown and young families move in, it can be determined that the median income will continue to increase. Sixty-six percent of residents aged 16 and up are currently employed in the civilian labor force and less than 3% reported being Veterans as of 2019. With 59,433 housing units in 2019, only 65% were occupied by the owner, and 35% of housing units were occupied by renters (Fontana, n.d.-b). Approximately 4 people reside in each household.

Residents are primarily aged under 5 years to 65, and roughly 8% of the population is made up of seniors aged 65 and over. While only 61% of the population is over the age of 18 and 23% are under the age of 14. The City has an average age of 32 years, with a child dependency ratio of 46.1 (U.S. Census, 2019), as young families continue to move to Fontana, the average age will remain roughly the same and the population of children 18 and younger will continue to increase, increasing rates of school enrollment.

For 2019, the U.S. Census found that 31% of the population aged 3 and over were enrolled in school, ranging from preschool to graduate/professional school; with 22% of the

population enrolled in a K-12 school. Between 2015-2019, the U.S. Census shows that 75.5% of adults had received a high school diploma or higher, 18% of which had obtained at least a bachelor's degree.

The City of Fontana has three San Bernardino County Library (SBCL) locations, the "main" library, Lewis Family Library in the downtown district doubling as a library and technology center. Two of SBCL locations are partnered and located inside of schools; Summit High School which is in North Fontana and Kaiser High School in South Fontana. The city website for education states that "there are various districts that serve our community" (n.d.), with 6 districts serving K-12 students, in a strategic partnership titled "Fontana Mayor's Education Coalition."

Political Information

A major project that is calling a lot of attention to the City is a warehouse project implemented by Mayor Acquanetta Warren. Warren was elected as Mayor for the city of Fontana in December 2010 and has since been re-elected in 2014 and 2018. Though 54 warehouses (around 16 million square feet) have been built in the city in the past decade, a majority were constructed during her term as Mayor, earning and priding herself on the nickname "Warehouse Warren" (Esquivel, 2019). Many of the warehouses neighbor and sit right next to homes, "some 100 feet or less from property lines" (Esquivel, 2019).

With several warehouse projects slated to start, the approval for an approximate 3.6 million square foot warehouse project, consisting of seven buildings (see Appendix A) known as the West Valley Logistics Center, is the most controversial. The new West Valley Logistics

Center is to be built among the already existing 20 warehouses that have been built within a mile of the project site, a low-income, heavily populated area, and in proximity of several schools (Nelson, 2021).

Though the West Valley Logistics Center will provide the city with benefit fee of $3.2 million (Ingold, 2020), it is not without consequence. Officials have expressed concern about the diminishing air quality and the risk it on resident's health, particularly elevated asthma and cancer risks, that follow increased pollution due to diesel truck traffic (Esquivel, 2019). Pollution rates have been on the rise since the warehouse project began, a decade ago, with high of 89 consecutive days of unhealthy air quality in 2020 (Vargas, 2021).

Funding of this project is not immediately known, though West Valley Logistics Center Specific Plan state that funding may be provided by "Community Facilities District, or other special district, to provide funding for the construction of a variety of public facilities and the provision of public services" (City of Fontana, 2018), possibly impacting library funding. Residents of Fontana have expressed dismay for their diminishing quality of life due to this project. One resident reporting that "she doesn't go outside unless she has too" (Esquivel, 2019). With residents fearing leaving their homes due to pollution, libraries, particularly the South Fontana and Downtown location will see a decrease in patronage. Luckily, State Attorney General Rob Bonata has stepped in to block the construction of the West Valley Logistics Center and filed a writ of memorandum against the city for a violation of the California Environment Quality Act, which was filed Friday, July 23, 2021 (People of the State of California v. City of Fontana, 2021).

Social Issues

The warehouse project implemented by Mayor Warren is a highly controversial political issue for both the city and state, though it adds to existing traffic social issues. With Fontana being the second-largest city in San Bernardino County and the 19th largest in the state, traffic is an undeniable factor (Fontana, n.d.-b). As an influx of diesel trucks will begin to visit the new warehouse locations' 893 trailer parking spaces and 1,332 passenger vehicle spaces (Fontana, n.d. -w) the city can expect approximately 114 truck trips daily and 272 passenger trips as the warehouse is expected to run "round-the-clock" (Nelson, 2021).

In addition to the traffic concern related to the construction of the West Valley Logistics Center, many residents of Fontana who are on the Nextdoor app, have expressed concerns with the illegal street racing that occurs on multiple surface streets and Interstate 210. The issue has become so prominent, Fontana Police Department has created a unit known a Street Racing Detail in effort to crack down on illegal street racing that occurs every weekend.

Library

The mission of SBCL states that they are "a dynamic network of 32 branch libraries that serves a diverse population over a vast geographic area. SBCL strives to provide equal access to information, technology, programs, and services for all people who call San Bernardino County Home" (San Bernardino County Library, n.d.). Of the multiple branches, three reside in the City of Fontana - Kaiser, Summit, and Fontana Lewis Library & Technology Center Branches. Library programming, locations, and the catalog can be found at sbclib.org.

The Fontana Lewis Library & Technology, being the largest branch and not sharing a space, provides multiple programs and events catered to the residents of Fontana. While the

library is still recovering from a year of restrictive services, programming is not fully available. However, as a former employee some of the programs that were available prior to the COVID-19 pandemic, include tax services through the County in both English and Spanish - catering to the large Hispanic community, Lego Mindstorms - a coding program for children and young adults, DCSS - a partnership with the Department of Child Support Services providing general support for the community that required it, along with various story times and events held throughout the year.

Funding for the three Fontana Branches is part of the San Bernardino County overall budget. Total recommended library expenditures (staffing, operating, and capital) for the 2021-2022 fiscal year came out to $27,024,024. Revenue (taxes, state/fed/other government, fee/rate, and "other") for the library totals $20,976,385 (San Bernardino County, 2021, p. 161). SBCL has a total of 1 million items in the catalog, according to the recommended budget. However, the collection and staff size of the branches are not immediately known.

Stakeholders of SBCL include:

- **County Taxpayers:** high power and low-interest stakeholders. Though they are required to pay taxes, it is up to the taxpayers to vote on bills that determine directly where their tax money is going. If taxpayers are dissatisfied with the library system, they have the option to choose against future library funding. Negatively impacting collections, staffing, and community events funded by SBCL.
- **Users:** can be classified as high power and high interest stakeholders. Users have a vested interest in the library and the services they provide. Maintaining user

satisfaction ensures the success of current and future services and programming provided by the library.

- **Potential Users:** much like current users, potential users have high power, but are low interest stakeholders. The library must stay ahead of trends, aiming content at the potential new users, which provides them with high power. However, as they are unaware that the library is trying to attract them, there is little interest. The library will be positively impacted when these potential users, visit and use the library.

- **Library Staff:** classified as low power but are high interest stakeholders. While management respects and hears the opinions and suggestions of staff, being that they work with the community every day, staff has no input on the disbursement of funds, programming, or building the collection. Staff is often the last to be informed of any changes to the library, sometimes even after the public has been informed. Though the staff is extremely important in assisting with projects.

Strategic Plans

The General Plan for Fontana (see Appendix A) states that the city is an "opportunity city" welcoming diverse employment opportunities and a prosperous, safe, healthy, and thriving community with agriculture at its center. To complete this strategy, Fontana plans to revitalize the downtown area as a mixed-use framework, transform the main boulevard with transit-oriented development, reduce the overall traffic congestion and create sustainable, energy-efficient "green" practices, among promoting healthy lifestyles and providing more job opportunities for its residents (Fontana, 2018).
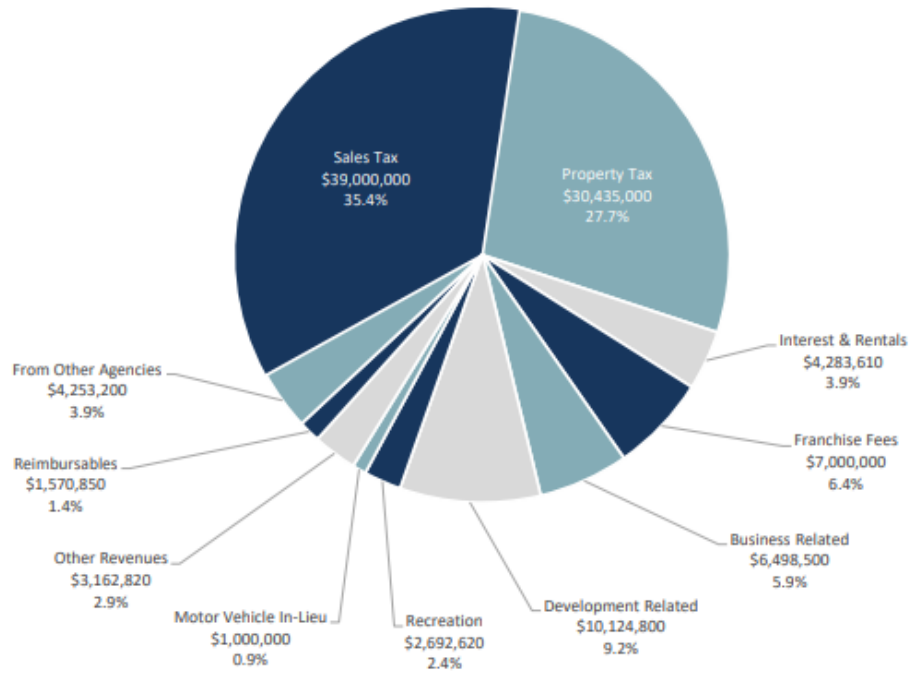
While a San Bernardino County Library strategic plan was not readily available. SBCL plans to invest in modernization and expansion of public libraries to "provide programs and facilities that ensure equitable access to information and digital technology, provide places and activities for people to connect with other people, promote literacy and reading for pleasure for children and adults, and foster a culture of creativity, innovation, and collaboration" for libraries operating in unincorporated areas and contract cities and towns (San Bernardino County, 2020).
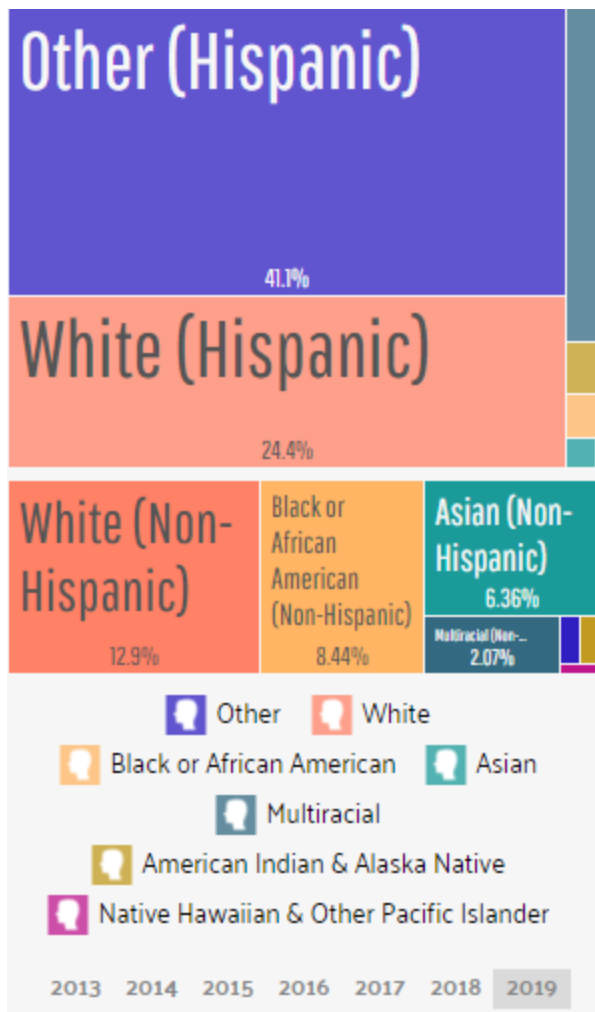
Appendix A
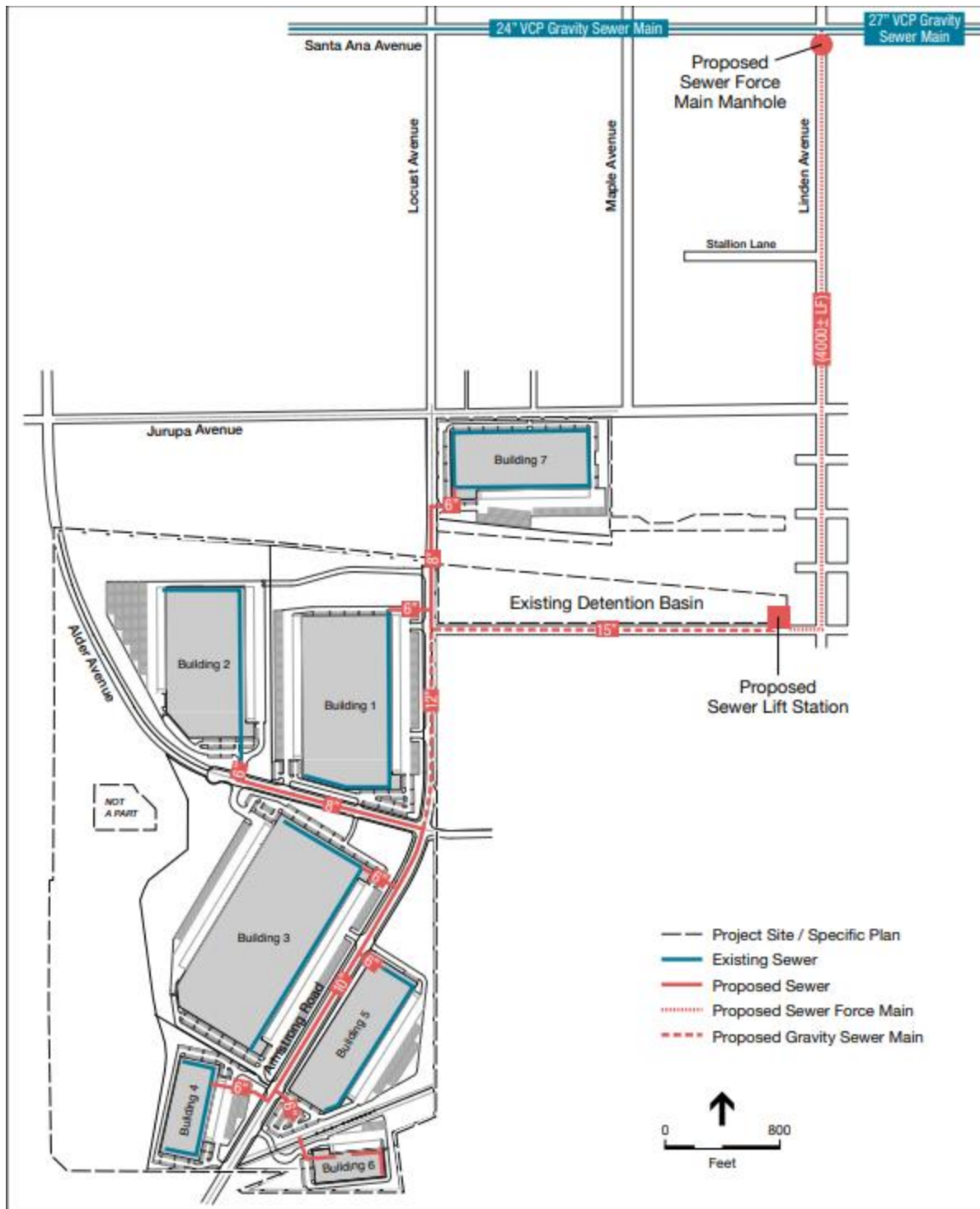
General Fund Revenues

By Category
$110,021,400

Sales Tax
$39,000,000
35.4%

Property Tax
$30,435,000
27.7%

Interest & Rentals
$4,283,610
3.9%

From Other Agencies
$4,253,200
3.9%

Franchise Fees
$7,000,000
6.4%

Reimbursables
$1,570,850
1.4%

Business Related
$6,498,500
5.9%

Other Revenues
$3,162,820
2.9%

Development Related
$10,124,800
9.2%

Motor Vehicle In-Lieu
$1,000,000
0.9%

Recreation
$2,692,620
2.4%

General Fund Revenues taken from Adopted Operating Budget

Race and Ethnicity chart from Data USA

Figure 6-2

Backbone Sewer System Improvements

West Valley Logistics Center . 211220

SOURCE: Thienes Engineering, Inc.

Project Site and Sewer System taken from West Valley Logistics Center Specific Plan
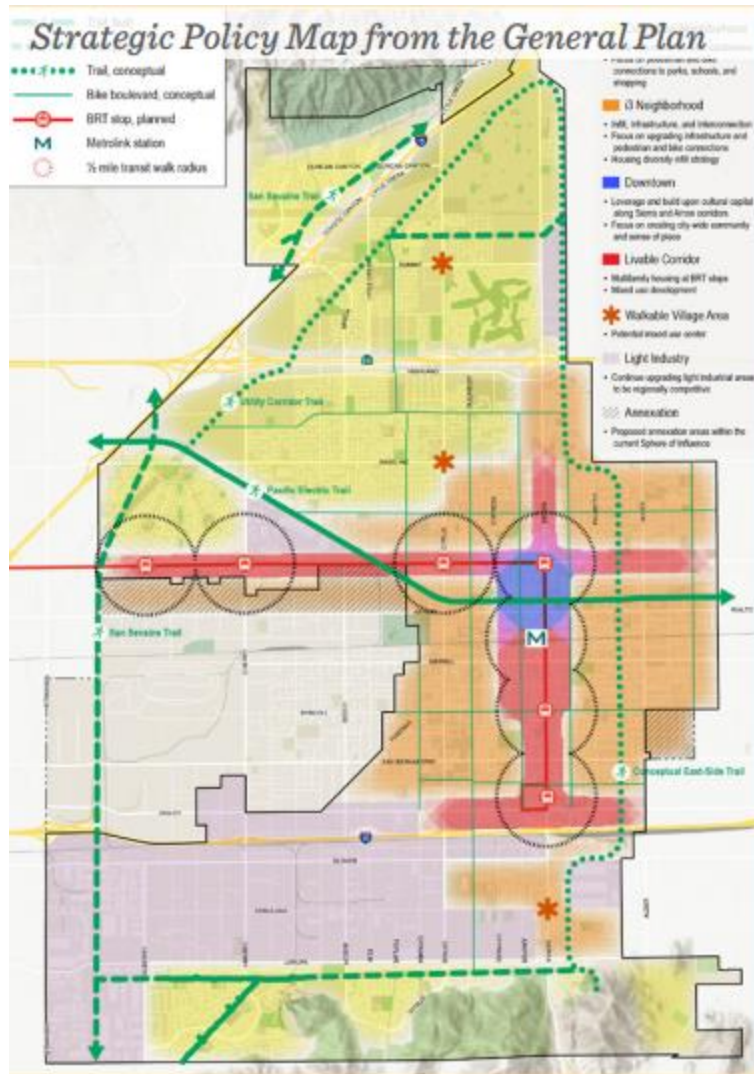
Strategic Policy Map taken from [Fontana Forward: General Plan Update](#)
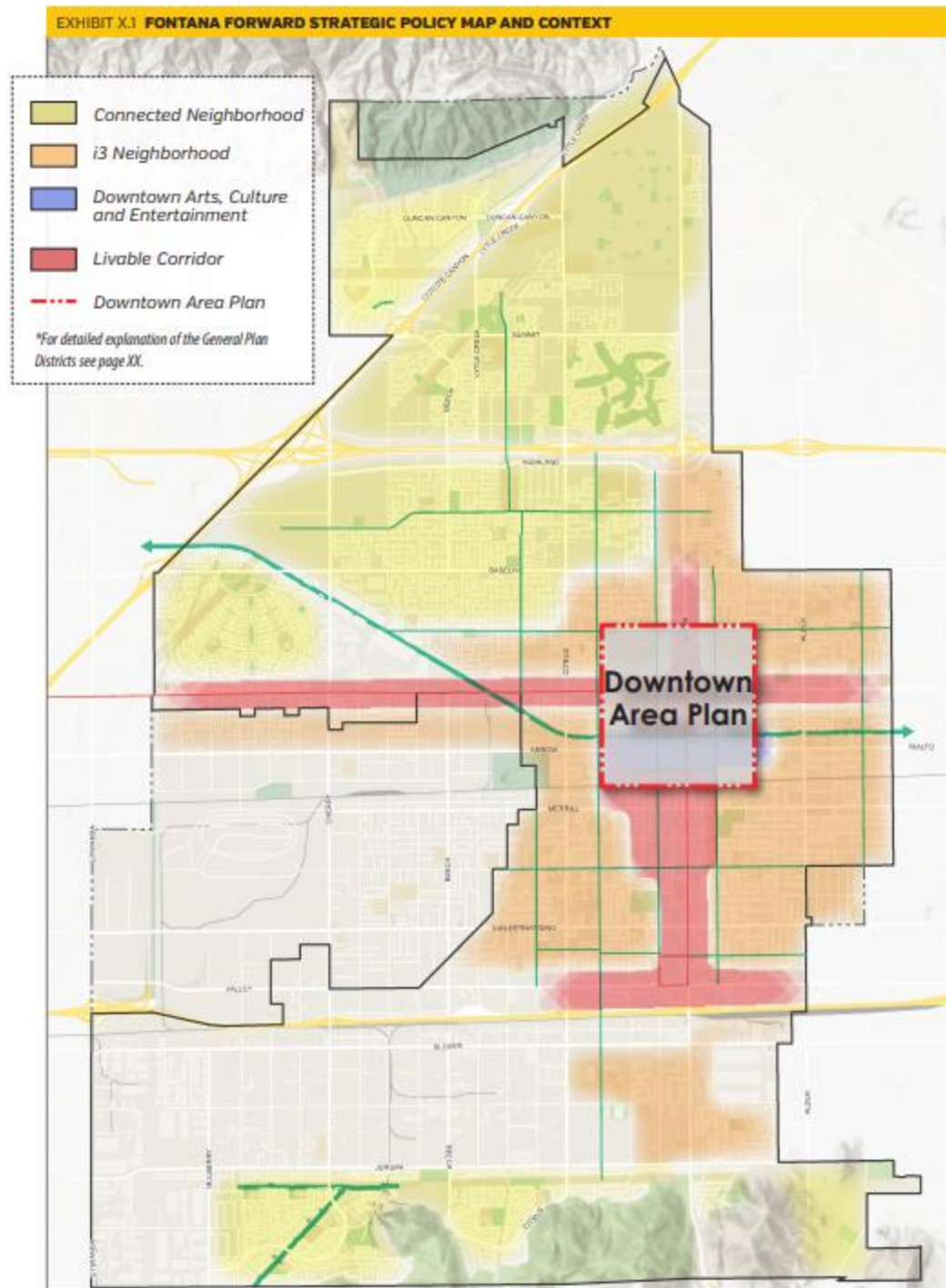
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